

UTAH DIVISION OF STATE HISTORY 2006 STRATEGIC PLAN

IDEAS FROM THE PUBLIC FOR CONSIDERATION:

Increase political awareness and influence

- *Educate policy-makers: Develop a process for helping legislators, and city and county officials understand and appreciate the role of history and the Division.*
 - Personalize history for policy-makers.
 - Stress economic and quality of life benefits of grants and historic preservation.
 - Use GIS to help legislature see what has been done in their districts
 - Combat perceptions of obstructionism: Educate officials and general public about the *advisory* role of the Division of State History.
- *Work for funding of the History Endowment*

Educate public

- *Enhance K-12 education.*
 - Create new programs for students
 - “Adopt a barn or heritage site” program.
 - Create new programs for teachers
 - Idea/teaching aids exchange program among states and regions.
 - Create products
 - Interactive CD-ROM to introduce students to heritage and historical sites.
 - Provide an expanded scholarship program for History Fair winners.
 - Use partnerships, such as local museums and heritage organizations to help teach history.
 - Use education as a way to involve kids in participatory democracy. [how does this fit in with history?]
- *Educate the general public*
 - Develop local heritage education partnerships.
 - Create products
 - Book about Utah archaeology for general public
 - Products from oral histories
 - Create a central, officially designated museum for Utah history/heritage.
 - Create public projects/public art to teach history.
 - Work with colleges to create courses in heritage-related disciplines, including online courses.

Promote and expand heritage tourism

Create products for the public

- Use publications to promote heritage tourism: publications at visitors’ centers, roadside guide to Utah’s heritage (handbook), history “passport.”

- Include GPS coordinates for driving tours. Gather data from databases to enhance the experience: Heritage area sites, cemeteries, scenic byways, Mormon Historic Sites.
- Use highway signs to communicate Utah's heritage to the public as they travel.
- Partner with GOED and State History to develop heritage products.
- *Support efforts of local areas*
 - Provide market analysis tools to help communities identify customers, find customers, attract customers, and promote heritage sites and tours.
 - Support heritage areas
 - Give active assistance in keeping in touch with legislation, grants opportunities.
 - Provide grant money for heritage tourism.
 - Provide a website telling heritage groups about available resources.
- *Develop heritage tourism as a rural economic development tool.*
 - Validate heritage tourism with Travel Council.

Expand online resource

- *Improve usefulness of databases.*
 - Continue and expand cemeteries database.
 - Put historic sites database and GIS info online.
 - Expand data committee to include non-governmental partners and communities.
 - Gather data from other databases to enhance and deliver even more data: Heritage area sites, cemeteries, scenic byways, Mormon Historic Sites.
- *Maintain and expand website. Provide links to local heritage groups*

Preserve heritage resources

- *Increase preservation efforts*
 - Develop educational tools for local advocates
 - Stop industrial development in Nine Mile Canyon.
 - Educate building owners about the historic value of their buildings
 - Help distribute guidelines on building rehabilitation to residents and local governments
 - Continue and expand barn stabilization project
 - Keep website of NR sites updated.
 - Keep Main Street program going and expand.
 - Engage UDOT and local governments more effectively in UDOT planning process. Specifically, assist with situation in Hurricane.
- *Expand oral history program,*
 - Increase grant money.
 - Do more workshops.
 - Do outreach to senior populations; collect their oral histories.

Use public communication/outreach effectively

- Continue Currents publication
- Use Internet to promote Utah heritage
 - Make sure state history website includes links and content from communities beyond the Wasatch Front, and vice versa.
- Have a high-profile spokesperson communicate about heritage.
- Use media outlets to raise awareness and educate.
- Publicize and celebrate successes. Develop recognition programs that support and validate the positive achievements of local individuals and communities.
- Reach beyond heritage groups—discover ways to communicate outside the heritage box.
- Promote local public meetings better.
- Better promote services we offer, especially online services

Assist partners; strengthen partnerships; expand partnerships

- *Strengthen the connection between State History and local heritage groups.*
 - Create better communication between State History and local groups.
 - More direct interaction, direct contact.
 - Two-way communication.
 - Create a coordinated calendar of events and opportunities
 - Form a better institutional link.
 - Use local groups as extensions of State Historical Society; don't just deliver programs and services; create a formal link.
- *Provide more training*
 - Partner with the Arts Council to provide training to non-profit groups.
 - Conduct more regional training workshops.
- *Increase effectiveness of grants and incentives.*
 - Continue and expand grants to heritage groups, including USAS, oral history groups, local history, and prehistory.
 - Develop grassroots lobbying effort to increase grants.
 - Provide help for managing grants: Hold grant management and grant-writing workshops.
 - Streamline grants process.
 - Create incentives for local history programs.
- *Help local groups achieve their goals.*
 - Assist with community planning efforts
 - Provide resources to help communities do heritage planning.
 - Contribute more effectively to local planning processes
 - Educate local governments and agencies to look at the big picture or the whole resource rather than individual pieces; i.e., cultural landscapes.
 - Educate city government about including preservation during planning.

- Help public elected officials understand the relationship of historic properties to curtailing urban sprawl. (GIS can help with this)
 - Provide technical assistance during the planning process.
 - Assume more more clout in local (city) and state planning, backing up local groups in difficult situations.
- Provide better access (website, direct contact) to the tools that help partners do local jobs—grants, funding sources, technical assistance.
- Provide more design services and technical assistance.
- *Facilitate cooperation and coordination among heritage groups.*
 - Help bring heritage groups together; facilitate connections between various heritage groups to identify and share resources.
 - Structure the Annual Meeting or some other annual meeting as a forum for networking and roundtable discussions among partners.
 - Provide a forum for sharing successes, failures, lessons learned.
 - Provide technical assistance, professional development, idea-sharing, knowledge, resources..
- *Expand partnerships with agencies and community groups.*
 - Work with agricultural and natural resource land preservation groups such as Trust for Public Lands, Farmland Preservation
 - Develop regional heritage partnerships to pursue larger goals.
- *Expand CLG program and raise awareness.*
 - Increase training.
 - Take classes to communities
 - How to become a CLG
 - How to fill out NR nominations.
 - Expand CLG program to include things beyond preservation. Or develop a parallel program to provide that institutional link for other history interests.

Preserve Institutional History/Lessons Learned

- *Preserve historic perspective of natural resource agencies in order to understand current situation and prepare for future.*
 - Provide incentives for agencies to hire skilled historians to capture their histories and history of public policy.
 - Develop products from institutional history.
 - State History: promote and interpret histories; State Archives: keep the histories

Other commenets

- Provide local incentive for basic cleanup of neighborhoods and buildings.
- County extension model for staff: Deliver common message to select groups.
- Military history research tools.
- State History needs to be more organized in delivery of services.